



Tweet ICANN

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In this post I outline three complementary instruments that domain name owners can use to put pressure on ICANN regarding decisions and policies that affect them. I focus on [twitter](#), the fast-growing social network that runs on microblogging.

The three complementary instruments are:

1. Email-facilitating sites – Create a site that facilitates sending email from domain owners to members of Congress. This is the old school approach to pressuring organizations, but Congress is an old school audience and the weapon still gets results out of them.
2. Blogs – In addition to emailing Congress, [domain name blogs](#) can concentrate their pressure on the mass media and thereby squeeze ICANN's bottom line.
3. Social network sites – Social networks, and especially twitter, can galvanize into action the millions of domain owners who might be emailing Congress and pressuring the media but who are not currently active in the blogosphere. It's up to those already in the fight to take the initiative. Let your network friends know how ICANN's latest action—say, [recently proposed](#) top-level domain names (TLDs)—would affect their pockets. When your friends notice and take action, ICANN's pockets will be feeling the results.

Although twitter started as a microblog – up to 140 characters at a time - tool for answering the perennial question “What are you up to?” it has evolved into an instrument for creating networks, constellations of friends linked by the latest news of the events they care about. As such, it has become a device for generating excitement about events. You can use [PocketTweets](#) to send messages (“tweets”) on your iPhone or a desktop client, such as [twhirl](#).

Nonetheless, tweeting goes beyond sending a short message, which can be public or private. Applications facilitating tweeting are mushrooming everywhere:

- You can receive alerts when someone sends you a tweet, and automatically structure incoming tweets from the people you follow. [TweetDeck](#) and [Twitterrific](#) allow you to follow your twitter friends, read all their updates, reply to anyone who sends messages to your account, and plug the results into your RSS feeds.
- You can use [TweetScan](#) to track messages by key words (for example, “ICANN”).
- You can integrate twitter with your blog and/or Facebook by using a [widget](#).
- Other interesting application are search engines such as [Monitter.com](#) that enable anyone to type a key word into a search box to read tweets from around the world. It takes 20 seconds for a tweet to appear on Monitter.com, much faster than it takes Google to pick up news. (No wonder Google is watching twitter very closely.) ■